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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 11 titles deal with the following topics: the role and function of the California Journalism Articulation Committee; international communication as an academic career for journalism professors; network television news discourse; the content of news messages read and viewed in Ohio during the 1972 Presidential campaign; attitudes revealed by student newspaper editorials at five liberal arts colleges between 1963 and 1973; nonverbal determinants of a television newscaster's credibility; differences in cognitive styles and personality variables among graduate students in journalism, law, and business; influences on the news decision-making of foreign correspondents in Asia; personality factors and readership behavior of the audience of an Air Force internal publication; the personal versus the traditional approach to teaching reporting in college; and the way independent student newspapers and those maintained as a laboratory for journalism instruction fulfill the functions of the university campus press. (GW)

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Abstracts of the following dissertations are included in this collection:

Ames, Steven Edmund

THE ROLE AND FUNCTION OF THE CALIFORNIA JOURNALISM ARTICULATION COMMITTEE

Billings, Thomas Elwood

INTERNATIONAL COMMUNICATION AS AN ACADEMIC CAREER FOR JOURNALISM PROFESSORS

Dahlgren, Peter Claes

NETWORK TV NEWS AND THE CORPORATE STATE: THE SUBORDINATE CONSCIOUSNESS OF THE VIEWER-CITIZEN

Evarts, Drusilla Riley

A CONTENT ANALYSIS OF OHIO' S ELEVEN LARGEST NEWSPAPERS, THREE NATIONAL NEWS MAGAZINES, AND EVENING NEWSCASTS OF THE THREE COMMERCIAL TELEVISION NETWORKS DURING THE 1972 PRESIDENTIAL CAMPAIGN

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COMMUNICATION AND COGNITION: DIFFERENCES AMONG STUDENTS IN JOURNALISM, LAW, AND BUSINESS

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DYNAMICS OF INFLUENCE IN THE FOREIGN CORRESPONDENCE PROCESS: A STUDY OF SELECTED AMERICAN NEWSPAPER AND NEWS MAGAZINE CORRESPONDENTS IN ASIA

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MAGAZINE AUDIENCE ATTITUDE AND READERSHIP BEHAVIOR: A Q METHODOLOGICAL STUDY

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THE PERSONAL APPROACH VERSUS THE TRADITIONAL APPROACH TO TEACHING REPORTING IN COLLEGE

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A COMPARATIVE ANALYSIS OF INDEPENDENT AND ACADEMIC LABORATORY STUDENT NEWSPAPERS IN SELECTED CALIFORNIA UNIVERSITIES

THE ROLE AND FUNCTION OF THE CALIFORNIA JOURNALISM ARTICULATION COMMITTEE Order No. 7803919

AMES, Steven Edmund, Ed.D. Nova University, 1977. 175pp.

This study was designed to describe, analyze and interpret the role and function of the California Journalism Articulation Committee in light of its history and possible areas of concern in the future. Articulation of programs between two- and four-year colleges is in itself an important subject for academic inquiry as the number of students beginning at the community college and transferring to the university increases. As well, specific subject areas are worthy of study to solve the problems, for it is within a student's major where there becomes the greatest need for a smooth transition between campuses.

As a means of carrying out this project the author assimilated data from (1) the literature, (2) a study of the history and development of the Articulation Conference of California, (3) a review of the minutes of the committee which dates back to 1971 and its predecessor committees which met in 1959, 1960, and 1963, and (4) the results of a Delphi study mailed to the present eight committee members and 12 others at their recommendation.

The overall results of the project were focused on (1) the major problem areas found in college journalism programs' articulation between two- and four-year institutions, (2) journalism curriculum-related subjects that were brought to the attention of the committee and its predecessor committees in California and (3) a series of priority actions to be considered by the California Journalism Articulation Committee.

The first round of the modified Delphi study brought 74 usable open-end statements. Following a second round quantitative ranking by the panel, a t-test with a .05 level of significance and a critical value of 1.96 was developed and applied to the statements. Twenty-one statements were found significant according to the t-test; these were reduced to 15 by combining similar qualities in the statements.

These concluded that the crucial areas to be considered for exploration by the committee were in the areas of (A) college curriculum, (B) credit-unit transfer problems, (C) communication between institutions and (D) implementation of the certification process at community college journalism programs.

Further delineation of these areas showed the following primary concerns: A. Curriculum – (1) more coordination on changes, (2) a periodic check on two-year college course content, and (3) adequate English skill preparation. B. Credit-Unit Transfer – (1) more upper division flexibility, (2) the number of units being transferred in journalism, (3) the "good faith" plan whereby 12 units of journalism courses were accepted without question, and (4) a statewide list of 40 accepted lower division general education units. C. Communication – (1) visits to and evaluations of senior institutions by community college instructors, (2) statewide meetings on articulation, (3) information exchange between high school, two- and four-year colleges, (4) value of publications courses at community colleges, (5) follow-up study of two- and four-year students, and (6) transitional feedback on student progress to two-year instructors. D. Certification – (1) acceptance of certification process by two- and four-year institutions, and (2) adaptation of California Journalism Articulation Committee certification plan to both two- and four-year programs.

As a result of this project, recommendations were that (1) the California Journalism Articulation Committee should review the findings, (2) report findings should be circulated to journalism teachers at high schools, community colleges and universities, and (3) journalism educators and graduate students should be encouraged to use this study's findings and do further research into a specific problem area, selecting from these 15 aforementioned concerns of curriculum, credit-unit transfer, communication and certification.

INTERNATIONAL COMMUNICATION AS AN ACADEMIC CAREER FOR JOURNALISM PROFESSORS Order No. 7803694

BILLINGS, Thomas Elwood, Ph.D. University of Missouri – Columbia, 1977. 349pp. Supervisor: Dr. Ralph Lowenstein

International Communication is an emerging field of study at various journalism schools in the United States.

Certain problems exist, however, which are restricting IC's growth within journalism education. Therefore, its perceived potential as a productive field and as a career specialization for certain journalism professors is not being realized.

This study provides a comprehensive overview and examination of the field's major problem areas, with suggestions for improvement and further research.

The five major problem areas which were subsequently revealed in the study included: the need for more theoretical and conceptual growth; improvement of the quality and application of IC research; improvement of courses and services to IC students; improvement of IC's institutional environments; and consideration of personal career considerations for IC professors.

The study consists of interviews with leaders in the field, a questionnaire, letters and available literature. From the interviews and literature a questionnaire was constructed abstracting statements of opinion on IC's major problem areas.

The questionnaire was sent to 155 members of the International Communication Division of the Association for Education in Journalism. Eighty usable responses were received, a 51.6 percent return.

The questionnaire included three major sections:

Biographical Section--Forty-four questions of an attitudinal nature were asked of respondents. Responses were indicated on a five-point, Likert-type ordinal scale.

Written Response Section--Biographical and attitudinal questions were asked of respondents which required written answers.

The basic conclusion of the study was that International Communication is still a risky field for those who would like to dedicate a greater percentage of their careers to its study. Journalism schools are still unwilling to integrate IC into the curricula in any meaningful way. IC is still considered a "luxury area" and, therefore, subject to limited philosophical and financial support from journalism school administrations.

The dissertation did, however, suggest ways in which International Communication could grow in stature and service within the framework of journalism schools. The study concluded that autonomous International Communication departments coupled with strengthened primary peer groups supported by strong professional associations was the best way to simultaneously resolve IC's major problem areas.

The major suggestion was that International Communication should be established under separate administrative departmental structures in association with journalism schools. This would mean IC departments or schools with the financial, philosophical and psychological autonomy needed to establish interdisciplinary programs, to hire and reward professors, to set up and administer intern programs, secure research grants and develop working relationships with other departments, and find career positions for IC students.

NETWORK TV NEWS AND THE CORPORATE STATE: THE SUBORDINATE CONSCIOUSNESS OF THE VIEWER-CITIZEN Order No. 7732041

DAHLGREN, Peter Claes, Ph.D. City University of New York, 1977. 199pp. Adviser: Professor George Fischer

Using transcripts of the CBS Evening News, this study makes an analysis of TV news discourse. Our methodological approach is in the tradition of hermeneutic, or interpretative, studies. We treat the discourse as an ideological phenomenon of our everyday environment. Methodologically we approach TV news as a text whose most significant attributes are to be found in its constant, recurring features. We posit that TV news conveys meaning independent of the specific events in the social world to which it refers. This meaning derives from the internal structure and coherence of the discourse.

The context of the analysis is the situation of the state under advanced capitalism (Chapt. One). We sketch briefly the historical evolution of the growing interventionist role of the state. This interventionism has arisen as a compensatory response to the dysfunctional mechanisms of the economic system.

To facilitate its activities, and to separate the populace from the centers of economic and political command, the corporate state has developed a strategy of responses which seek to elicit a quiescent mass loyalty. Many institutions serve to maintain quiescent mass loyalty and do so in different ways. In the public sphere, this is achieved to a great extent by the deployment of instrumental rationality. The logic of instrumental rationality, when applied to news media output, tends to suppress and constrict normative, reflective discourse.

In Chapt. Two, we present the methodological framework for the empirical study. We make the theoretical distinction between reflective and repressive modes of discourse, and develop the implications of this distinction. Also, we introduce the concept of the viewer-citizen. The viewer-citizen is an idealization of the consciousness presupposed by, and made possible by, the language of TV news. TV news discourse makes available certain ways of seeing and knowing the world, and excludes others. The viewer-citizen is an abstraction, derived from our empirical study, of the social and self awareness fostered by TV news through its discourse. The reproduction of viewer-citizen consciousness, in its pure form, would constitute total ideological success on the part of TV news.

Viewer-citizen consciousness is in structural correspondence with quiescent mass loyalty. The actual appearance of this mode of consciousness in the world is of course tempered by external social factors, among them the contradictions of the corporate state itself.

The empirical analysis is found in the following three chapters. These chapters probe and demonstrate the specific attributes of viewer-citizen consciousness. They also show how this consciousness is reproduced by the repressive elements of the discourse, as well as how internal difficulties may impede its reproduction.

The basic attributes of viewer-citizen consciousness can be summarized as follows: 1. It is readily accessible; there are virtually no pre-requisites for involvement with it. 2. It is non-reflective; viewer-citizen consciousness precludes an awareness of a collective past and the possibility of learning from its own experience. 3. It is devoid of efficacy; the viewer-citizen is essentially irrelevant to the world portrayed on TV news. 4. The viewer-citizen is a subordinate consciousness. The discourse structures dependence upon the news itself, and on the officials which populate the news stories. Much of officialdom's authority lies in its command over technical and administrative expertise.

The final chapter ends with a speculative section entitled "Toward a Reflective TV News Discourse".

A CONTENT ANALYSIS OF OHIO'S ELEVEN LARGEST NEWSPAPERS, THREE NATIONAL NEWS MAGAZINES, AND EVENING NEWSCASTS OF THE THREE COMMERCIAL TELEVISION NETWORKS DURING THE 1972 PRESIDENTIAL CAMPAIGN Order No. 7732228

EVARTS, Drusilla Riley, Ph.D. Ohio University, 1977. 339pp. Director of Dissertation: Guido H. Stempel III

The 1972 Presidential campaign ended in a landslide victory for the incumbents, Republicans Richard Nixon and Spiro Agnew. They received 520 electoral votes, while the Democrats George McGovern and Sargent Shriver received only 17. For this reason, there was little argument put forth that press influences had figured into the outcome at all. This was a change from many previous Presidential (and other) elections in which charges of press bias had been lodged by the losers, especially those in close elections who saw positive press coverage of their opponents or negative press coverage of their own candidacies as the factor that made the difference.

Ohio, however, made a particularly interesting microcosm in which to study the 1972 Presidential campaign. Selected by both the Republicans and Democrats as essential to their capturing the White House, this state was the center of as much or more activity than any other during the Labor-Day-through-Election-Eve campaign period. Even when compared with other states with high numbers of electoral votes, of which Ohio is sixth in rank, this state was a primary center of campaign activity.

The purpose of the present study is to content-analyze all major media (eleven newspapers with circulations over 100,000, three national news magazines, and the evening newscasts of the three commercial networks) as they were read or viewed within one microcosm, Ohio, during the 1972 Presidential campaign. A backgrounding purpose is to catalogue all of the appearances and special preparations made in or for Ohio by the Republican and Democratic Parties in respect to the Presidential campaign, thereby providing a setting through which the content analysis could be better understood.

Seventeen media outlets were chosen for this content analysis: ABC, CBS, NBC, Newsweek, Time, U.S. News & World Report, the Akron Beacon Journal, the Cincinnati Enquirer, the Cincinnati Post & Times-Star, the Cleveland Plain Dealer, the Cleveland Press, the Columbus Citizen-Journal, the Columbus Dispatch, the Dayton Daily News, the Dayton Journal Herald, the Toledo Blade, and the Youngstown Vindicator. A fractional directional system of content-analyzing the news and analysis pieces by the mention for the referents McGovern, Shriver, Democrat, Nixon, Agnew, and Republican were devised. In addition to these types of Presidential campaign coverage, editorial and op-ed page material and advertising were explored in appropriate media to determine whether quantity or handling of these were related to direction or presentation of news and analysis. Exploration into veiled and specific news sources also was a part of this investigation. Every issue of the news magazines from September 11 through November 6, 1972, was analyzed, and twelve randomly selected days between Labor Day and Election Eve were analyzed in the newspapers and network newcasts.

Results of this study show that the national news media, in general, do a balanced and creditable job of presenting campaign news and information. This finding parallels that of other national election content analyses, supporting previous findings through a different coding procedure. As for the Ohio press, many of the newspapers are doing just as creditable job as the national media which reach their readers through news magazines or television. In the very unusual election year of 1972 in which campaign activity in Ohio was very intense, especially on the part of the Democrats, findings several years after the fact show that Ohio newspapers are within a few percentage points, as a group, of the national media in their performance.

It is true that the Democrats were discovered to have had more mentions, but this is attributable to greater activity on their part.

No relationships between advertising and campaign coverage or between editorial endorsement and coverage is discovered. Of the Ohio newspapers, the Columbus Dispatch is, without question, the newspaper discovered to be most biased according to a number of measures.

ATTITUDES REVEALED BY STUDENT NEWSPAPER EDITORIALS AT FIVE LIBERAL ARTS COLLEGES, 1963 TO 1973

Order No. 7801023

HOWISON, David Lee, Ed.D. Indiana University, 1977. 112pp.
Chairman: August W. Eberle

The period of 1963 to 1973 was one of political and social turmoil in the United States. The interaction of social forces (civil rights strategies, war, assassinations, and urban upheaval) and economic realities (inflation, growing unemployment, and the leveling off of the increase in student enrollment in colleges and universities) created a period of unusual stress in American higher education. The period produced significant changes in institutional policies, procedures, and attitudes. Student activism increased and a proliferation of diverse student life styles caused confusion and frustration throughout the nation.

Many efforts were made to analyze this period of unrest. One source that was both a reflection of and catalyst for change was the college student newspaper. During the 1963 to 1973 period college student newspapers were often focal points of criticism. In 1973, nearly 2,000 student newspapers existed in the United States and these newspapers played an important role in identifying the concerns, frustrations, and aspirations of college students.

The problem of this study was to survey the editorial commentary of five liberal arts college student newspapers and to make judgments based on the content of these editorials about the attitudes held by students at the colleges from 1963 to 1973.

The sources of data for this study were the featured editorials in the weekly issues of the Earlham College Post, Lake Forest College Stentor, Middlebury College Campus, Ohio Wesleyan University Transcript, and St. Lawrence University Hill News from 1963 to 1973. Each featured editorial in the five student newspapers was read and the focus, subject, and attitude expressed in the editorials were identified and categorized. The frequencies and percents of each category for each newspaper were then calculated. To supplement the statistical data, direct quotations from specific editorials and references to editorial content were used. The data were compared and contrasted.

It was found that the focus of the editorial commentary at each of the five student newspapers was highly campus oriented; that more editorials dealt with issues relating to university governance than to any other subject; and that the attitudes expressed generally challenged the status quo of institutional values, attitudes, policies, and programs. On specific issues, the editorial commentary was consistently critical of the United States' role in the Vietnam war and supportive of efforts to protest that role; supportive of the American civil rights movement; and critical of the role of fraternities and sororities. Also, the editorial commentary of the five newspapers reflected a sensitivity to the relationship of the newspaper to the entire college community and not just one segment; a desire for an active rather than passive role in college life; and an opposition to external control of student publications.

On the assumption that college student newspapers do reflect student attitudes and on the basis of the findings of this study, it was concluded that during the 1963 to 1973 period students were very concerned with campus oriented issues; viewed issues relating to university governance as important; tended to challenge institutional status quo; viewed the Vietnam war as not being in the best interests of the nation or its people; supported the civil rights movement and the principle of equal rights for blacks; and did not support the philosophical base or practices of fraternities or sororities. Finally, it was concluded that student newspapers had approximately the same freedom of the press as is expected of the independent press in the United States.

NONVERBAL DETERMINANTS OF A TELEVISION NEWSCASTER'S CREDIBILITY: AN EXPERIMENTAL STUDY

JULIAN, Faye Derryberry, Ph.D.
The University of Tennessee, 1977

Major Professor: Dr. Jerry R. Lynn

The primary objective of this experimental study was to determine if television viewers perceive certain nonverbal characteristics as indicators of a television newscaster's credibility. The specific purpose was to analyze empirically an audience's perception of source credibility of a newscaster on television through a study of the nonverbal determinants of eye contact, dress, and facial expression.

Seventy-five S's from speech classes at The University of Tennessee, Knoxville, were randomly assigned to eight treatment groups for the posttest only controlled laboratory experiment. Each group was shown three videotaped messages dealing with (a) on-campus housing, (b) final examination week, and (c) teaching/learning responsibility. Content of the messages was identical for each group. The treatments were manipulated so that each group saw the newscaster in either conservative or casual dress, with maximum or minimum eye contact, and with or without a sneer on his face. The eight treatments accounted for all possible combinations of the independent variables.

Two measuring instruments were used. The first was a nine-item Likert-type scale which was used to measure attitudes toward the subject matter of the video messages. The second measure was a 13-item semantic differential-like instrument for ascertaining audience perception of a newscaster's credibility. Analysis of variance, multiple range tests, and multiple regression techniques were used to analyze the data and test the hypotheses.

Results of the study are as follows: 1. A television newscaster's credibility was enhanced with maximum eye contact (i.e., with a college-age audience). 2. A television newscaster is perceived more credible when wearing casual dress (i.e., with a college-age audience). 3. The interaction of maximum eye contact and casual dress was highly significant (i.e., the newscaster is perceived as more credible with this combination of nonverbal cues than with any other combination of the three independent variables). 4. The facial affect of contempt/disgust (i.e., the sneer) had no appreciable influence on a college-age audience's perception of a television newscaster. 5. The independent variables used in this study (i.e., eye contact, facial expression, and dress) did not account for a significant amount of the variance in the dependent variable-credibility (only 16 percent), but nearly 80 percent of the variance accounted for is attributable to casual dress and maximum eye contact. 6. Nonverbal determinants did not affect message evaluation. Only 11 percent of the variance was accounted for in the message, and significance was not found in any of the treatment groups. 7. In post-hoc analyses of the individual scales in the credibility measure, significance was found in nine of the scales. This suggests that the nonverbal determinants did affect perception of the television newscaster in nine credibility dimensions: wit, experience, attractiveness, boldness, adventurous nature, sociability, reliability, warmth, and sincerity. Order No. 77-27,670, 159 pages.

COMMUNICATION AND COGNITION: DIFFERENCES AMONG STUDENTS IN JOURNALISM, LAW, AND BUSINESS

LEE, Eun Bon, Ph.D.
The University of Texas at Austin, 1977

Supervisor: Alfred G. Smith

Communication involves not only the transmission and reception of messages, but also the selection and formulation of these messages. This is a study of three groups of graduate students, one in journalism, another in law, and the third in business. The primary purpose of the present investigation was to determine the extent and manner in which three groups of students were differentiated by a set of cognitive style and personality variables. Cognitive style was defined here as the self-consistent manner in which an individual extracts information and uses this information in his decision making activities. The secondary purpose of the study was to examine the effects of cognitive style and personality on academic performance.

The previous research in professional education, cognition and personality, and communication formed the foundation of this study. These studies have been limited in two ways: (1) they examined students almost exclusively on the grades they received; (2) they have usually limited the student sample to a single department or school.

A total of 207 graduate students in journalism, business, and law at UT participated in the study during the spring semester, 1977. The business group comprised of 101 students, while journalism and law groups included 41 and 65 students respectively. The major variables were operationalized through the use of four existing instruments: the AT-20 test developed by MacDonald for tolerance of ambiguity; Troldahl and Powell's short-form dogmatism test; 13 items from Silver's anxiety test; and nine items from Mach IV scale developed by Christie and Geis.

Three statistical methods were utilized to test the hypotheses. The multiple discriminant analysis tested whether the three groups of students were significantly differentiated by a set of cognitive style and personality measures. Wilks' Lambda suggested that only 4% of group variance was accounted for by these measures ($\lambda = .965$, $F = .905$, $df = 8/402$, $p = .5133$). The multiple regression analysis suggested that cognitive style and personality of students in journalism departments were found to be more important variables in the success or failure of academic performance than undergraduate GPA and GRE score. The undergraduate GPA and GRE score were minimally related to graduate grades. For business and law groups, only a small amount of variance in graduate performance was accounted for by the cognitive style and personality. Results of univariate analysis of variance paralleled the findings of multiple discriminant analysis.

Naturally, the tests used in this study, the selection of only two dimensions of cognitive style and personality, and the sample populations used are limitations of the study but they follow well established research design. It seems there are essential differences in professional education for journalism and for other professions. Journalism has developed comparatively less codified subject matter, and journalism education is more style oriented. Order No. 77-29,059, 181 pages.

DYNAMICS OF INFLUENCE IN THE FOREIGN-CORRESPONDENCE PROCESS: A STUDY OF SELECTED AMERICAN NEWSPAPER AND NEWS MAGAZINE CORRESPONDENTS IN ASIA Order No. 7719777

MEISS, Guy Terry, Ph.D. The University of Wisconsin-Madison, 1977. 491pp. Supervisor: Professor Wm. B. Blankenburg

This thesis is the result of a nine-month field research project supported by the East-West Communication Institute in Honolulu. Over one hundred American and other foreign correspondents, local journalists, secretaries, assistants, interpreters, and diplomatic and other sources involved in the foreign-correspondence process were interviewed and observed at work in Hong Kong, Vietnam, the Philippines, and Japan from January to October, 1975. Those correspondents included in the "selected sample" (a virtual census of all American full-time newspaper and news magazine correspondents in Hong Kong and Tokyo) were interviewed, first in depth and then in semi-structured follow-up interviews, all of which were tape recorded.

Much of the information was substantiated through non-testimonial indicators, namely, direct, non-participant observation and documentary evidence. The Hong Kong procedures were replicated in Japan with a second group of selected correspondents working for the same publications and having a similar range of experiences. Familiar patterns began to develop in the respondents' answers which tended to support the reliability of earlier findings.

Using a scheme of "power sources" proposed by George Gerbner, a set of qualitative categories was derived to analyze the system of influences on the correspondents' news decision-making. It was pretested with several foreign correspondents at the East-West Center. Measures were derived, in part, from the literature on complex organizations and cybernetic control.

One chapter is devoted to a typical workday of a Tokyo-based composite correspondent, in order to illustrate the process itself; another chapter discusses the relationship of the correspondents' values and cognitive structuring to their professional behavior. The remainder of the findings on influence relationships is organized according to their impact on the three phases of the process: surveillance, field activities, and writing. Each phase involves a system of awareness and selection decisions. The process is dynamic in that each phase can influence the other two by providing feedback information.

The news organization emerges as the underlying and pervasive influence. Each organization extends its influence overseas by replicating the domestic process which it knows and understands. All the selected correspondents were located in one of three levels of decreasing direct organizational influence.

The autonomy that the correspondents maintain they have is defined in all phases by the news organization. The more directly it attempts to shape its foreign report, the more coordination communications it necessarily introduces into the field and desk relationship. As its commitment to controlling the foreign report increases, so does its direct involvement in the process. As its capacity to communicate directly increases, so does the volume of its communications: direct involvement is greatest when it perceives the story to be important.

Implications of the findings for organizational innovation, for training foreign correspondents, and for cross-cultural communications are discussed in the concluding chapter, as well as recommendations for removing the taint of cultural imperialism from reportage that flows back into Asia.

MAGAZINE AUDIENCE ATTITUDE AND READERSHIP BEHAVIOR: A Q METHODOLOGICAL STUDY

Order No. 7731756

PECK, Ronald Lee, Ph.D. University of Missouri – Columbia, 1977. 218pp. Supervisor: Dr. Keith Sanders

The purpose of this study was to clarify the nature of the target audience of an official, Air Force internal publication, Airman magazine. The two aspects of the audience under study were personality factors in the form of attitudes toward the magazine and readership behavior in terms of article selection. Several theoretical structures have been suggested for magazine audiences and it was proposed to compare these with factors naturally arising from the data.

Because the study was intended to be explanatory rather than simply descriptive, an ipsative approach using Q methodology was chosen for the basis of the study and was followed by the more common normative measure of the audience. Two separate Q studies were conducted with the same sample of respondents to permit rigorous comparison of the two.

For the Q sort addressing article selection, article synopses were sorted rather than the usual self-referent opinion statements. This technique is well-suited to Q methodology. Rather than being simply descriptive, as are most ex post facto studies of article selection, the Q methodological approach explains selections in terms of behavior patterns of major segments of the audience.

Each Q study was analyzed separately using principle axes factor analysis and Varimax (orthogonal) rotation. The two studies were then compared, to disclose possible relationships between attitude and behavior, using multiple regression analysis of the two sets of factor loadings. The technique shows promise of overcoming one of the structural limitations of Q methodology--the inability to study theoretically overlapping categories of study, not amenable to factorial design, within one Q study.

The second phase of the study used Q blocking to assign respondents to Q types as discovered by the study on article selection and to gather demographic and readership behavior information on a larger, broader-based sample of the audience.

The study showed the distinctly pragmatic character of the audience and established the concepts of pragmatism and centrality as primary in the editorial decision process of article selection. The theoretical structures suggested by non-empirical theorists were found not to be applicable to this public which differs from the mass on the parameter at issue--readership behavior and its underlying attitudinal foundation--through the self-selection of voluntary group membership.

THE PERSONAL APPROACH VERSUS THE TRADITIONAL APPROACH TO TEACHING REPORTING IN COLLEGE

SPARKS, Mary Kahl, Ph.D.
Kansas State University, 1977

The investigator pre- and post-tested four Reporting I classes to determine if college students learn more or have different attitudes when a personal approach to teaching is used as opposed to a traditional approach.

The subjects consisted of 59 students, almost all of them college sophomores or juniors. Twenty-eight subjects were in the personal classes; 31 were in the formal classes.

In the personal class, the investigator asked students to sit in a circle. She also asked students to call her by her first name. Inter-action devices to get students acquainted with each other were used in class exercises. The instructor learned students' names the first day of class. In brief, the investigator made an effort to let students know she was concerned about them, and she encouraged them to be concerned about each other.

In the formal class, the teacher made no effort to get to know students or to have them get to know each other.

Class content was held constant in the two groups.

The experimenter's first hypothesis that there would be no significant learning rate differences between groups was supported. However, reliability on the cognitive measures of the pre- and post-test, which the investigator had devised, showed a low degree of internal consistency so that comparisons between the two groups are of doubtful value on the cognitive portion of the test.

The investigator rejected her second hypothesis that students in the personal group would score significantly higher than those in the formal group on the affective portion of the test. No significant differences were found between the two groups.

Students in the two groups who made the most progress did tend to describe themselves differently though. Students who made the most attitude changes in the formal group tended to describe themselves as competitive and self confident. Students in the personal group who progressed most described themselves as lacking self confidence.

The third hypothesis that there would be no significant difference between the two groups in the way they described the course on the IDEA evaluation form was supported. The IDEA evaluation form was developed by the Kansas State University Center for Faculty Evaluation and Development.

The IDEA form was also used to test hypothesis four which was also supported. Students in the personal sections did give significantly higher ratings to the instructor on the self-rating portion of the IDEA evaluation than did students in the formal sections. Students said they would like to take another course from the instructor and that they had more positive feelings toward the field of study as a result of taking the course.

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A COMPARATIVE ANALYSIS OF INDEPENDENT AND ACADEMIC LABORATORY STUDENT NEWSPAPERS IN SELECTED CALIFORNIA UNIVERSITIES

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Purpose. The purpose of this study was to determine whether student newspapers that are independent of the academic journalism curriculum or those that are maintained as a laboratory for journalism instruction best fulfill the functions of the university campus press.

Procedure. A review of literature revealed two major functions of student newspapers on university campuses: (1) to provide a campus communication service by (a) reporting campus and off-campus news of interest to campus community, (b) serving as a medium for free discussion of ideas on campus, (c) providing a leadership role in areas of student interest and (2) to prepare journalism students for the profession. Separate research strategies were used to compare independent and academic laboratory newspapers' performance in meeting the two major functions. Associated College Press evaluation guidelines were used as a content analysis measurement device on twelve California university student newspapers to provide data on how the two types of student newspapers fulfilled the campus communication function in five major categories. Resultant data were analyzed descriptively and through use of inferential statistical methodology ("t" tests). Data on performance in meeting the professional preparation function were obtained through use of a set of ten criteria developed by a panel of experts comprised of an equal number of journalism

educators and professional newspaper editors. Ten former students, now recent professionals, were asked to respond to an interview survey instrument by relating their assessment of their student newspaper experiences as a means of professional preparation. Respondents were equally divided as former high responsibility level staff members on independent and academic laboratory student newspapers. Resultant data were analyzed descriptively.

Findings. (1) Independent student newspapers were found to perform better in exercising Editorial Opinion and Leadership while academic laboratory publications were found superior in the category of Photography, Art and Graphics. (2) The null hypothesis was tenable in Coverage and Content, Writing and Editing, and Physical Appearance categories. (3) No clear margin of superiority was exhibited by either type of newspaper on the basis of content analysis rankings. (4) Former academic laboratory newspaper students felt more strongly about their experience as professional preparation in five criterion areas. (5) Former independent newspaper students felt more strongly about their experience as professional preparation in four criterion areas. Scores were equal in one criterion area.

Conclusions. While generally there is little difference between independent and academic laboratory student newspapers in their ability to fulfill the campus communication function, it was concluded that (1) Independent newspapers are superior in editorial opinion and leadership characteristics to academic laboratory newspapers; (2) laboratory newspapers make better use of photography, art and graphics; (3) former laboratory students tend to feel more strongly about the value of their experience as professional preparation.

Recommendations. (1) It is recommended that academic laboratory faculty advisers seek ways to encourage greater vitality of opinion leadership in their newspapers. (2) If independent student newspaper status is financially viable, it is a good alternative for institutions facing economic difficulty in sustaining laboratory newspapers. (3) Research should be done to determine the extent and nature of influence exerted by academic laboratory student newspaper faculty advisers on editorial and opinion content in the publication. (4) Continued research should be done on the problems of management, financial support and continuity of staff efficiency among independent student newspapers.

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